4/1/2021

Data and Analytics for Marketers

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# Introduction

This report aims to provide key consumer insights from the shopping.xls dataset. The report is divided into two key sections. The first part of the report presents five key insights from the data which are divided into: questions, methods, results and recommendations. The second part of the report provides a more academic discussion on the Impact of Data Analytics of Marketing Strategies.

*[The introduction should discuss the purpose of the report and how you have structured it, you can expand this section more if you wish].*

# Data Analysis

*[This section should show the 5 key insights from the shopping.xls dataset. You can choose any insights you want and this must be based on the data given]*

This section highlights five key insights taken from the shopping.xls dataset.

## 2.1 Insight 1: Net Promoter Score (NPS)

## The Net Promoter Score is an index ranging from -100 to 100 that measures the willingness of customers to recommend a company’s products or services to others. It is used as a proxy for gauging the customer’s overall satisfaction with a company’s product or service and the customer’s loyalty to the brand (Medallia, 2010). The results below demonstrate the various levels of loyalty in the different countries. The question asked examines the number of loyal customers in each country providing a location based perspective on loyalty in different geographic markets. The concept of loyalty is valuable in understanding customer retention and will give an indication of where the most loyal customers are based (Freidrich, 2001). Based on this information, it will be possible to determine countries with customers that are more loyal and to identify customer segments that may need further development.

## 2.1.1 Question: How loyal are customers in different countries?

## 2.1.2 Method:

The shopping.xls spreadsheet contains data on the NPS score as shown in column F. This column contains numeric values ranging from 1-10. Values between 1 to 6 indicate detractors, values 7 to 8 show passives and 9 to 10 promoters (Netpromoter, 2020). Calculations were made for each country; US, UK, China and Germany. The Net Promoter Score for each country was calculated using the specific formula:

***NPS = Percentage of Promoters (%) – Percentage of Detractors (%).***

A count of the number of promoters and detractors was made using the COUNTIF function and then percentage values calculated based on the Total number of customers in each country.

## 

## 2.1.3 Result:

The results are given below showing the number of promoters, number of detractors, number of total customers and the overall NPS score by country. Examining the data in Figure 1. it is possible to see Sweden has the highest NPS score (56), indicating the most loyal customers. This is then followed by Italy with an NPS score of (46). Germany then displays a negative NPS score (-14) and the UK with (-60) which indicates consumers are not particularly loyal and highlights concerns in these two markets.

*[Results are given for the week 6 exercise, so have different countries and figures. You can choose to use tables, charts or both to display the results. Make sure you label properly so use Figure 1]*

**Figure 1: Net Promoter Score by country**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **No Promoters** | **No Detractors** | **No. Customers** | **NPS\_2** |
| **US** | 15 | 1 | 25 | 56 |
| **UK** | 19 | 3 | 35 | 46 |
| **China** | 7 | 22 | 25 | -60 |
| **Germany** | 4 | 6 | 14 | -14 |

## 

**Figure 2: Net Promoter Score Chart**

## 2.1.4 Recommendation

Based on the results it is recommended to further examine why NPS scores are very low and negative in the UK and Germany. This would require additional surveys to customers to determine concerns and issues. Loyalty in Sweden and Italy is good and marketing communications to these markets will remain.

# 

## [complete for all 5 insights]

## 2.2 Insight 2:

## 2.2.1 Question:

## 2.2.2 Method:

## 2.2.3 Result:

## 2.2.4 Recommendation

## 2.3 Insight 3:

## 2.3.1 Question:

## 2.3.2 Method:

## 2.3.3 Result:

## 2.3.4 Recommendation

## 2.4 Insight 4:

## 2.4.1 Question:

## 2.4.2 Method:

## 2.4.3 Result:

## 2.4.4 Recommendation

## 2.5 Insight 5:

## 2.5.1 Question:

## 2.5.2 Method:

## 2.5.3 Result:

## 2.5.4 Recommendation

# Impact of Data Analytics of Marketing Strategies.

*[You have flexibility in how you answer this question so can structure how you want to. This is more an essay based question to show your understanding of analytics and how it is used in developing marketing strategies. You can use sub sections and will need a more academic focus in this section. I have copied the section below to give you an idea of writing style].*

Marketing analytics involves collection, management, and analysis—descriptive, diagnostic, predictive, and prescriptive—of data to obtain insights into marketing performance, maximize the effectiveness of instruments of marketing control, and optimize firms’ return on investment (ROI), (Weeden & Kannan, 2018). It is interdisciplinary, being at the nexus of marketing and other areas of business, mathematics, statistics, economics, econometrics, psychology, psychometrics, and, more recently, computer science……

# 4.0 Conclusion

# *[Make sure this is in alphabetical order]*

# 5.0 References

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6.0 Appendix

The appendix is used to put in any extra information that is not a main part of the report. (Wordcount is not included).

**Appendix 1:**